

**Opportunity to acquire an omni
channel media company under
Corporate Insolvency Resolution
Process**

Reliance Broadcast Network Limited

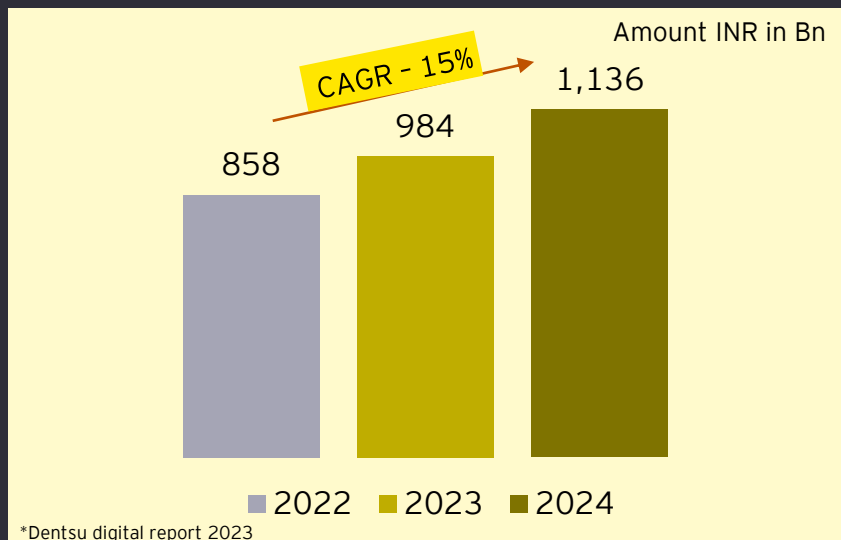


dhun badal ke
toh dekho



The advertising industry in India has evolved to provide diverse and integrated solution to assist clients with optimally positioning their brands and products

Advertisement expenditure in India is expected to grow at 15% over next few years



Key trends in the media space



Shift from nationalised to more local and targeted marketing



Digital space to drive adex ; grow at CAGR of 30%⁽¹⁾



Audio/video streaming platforms for reaching out to mass



Growth in MSME sector driving ad volumes across spaces



Influencer marketing used across spectrum to improve product/brand visibility



Podcast platforms used by advertisers to launch products

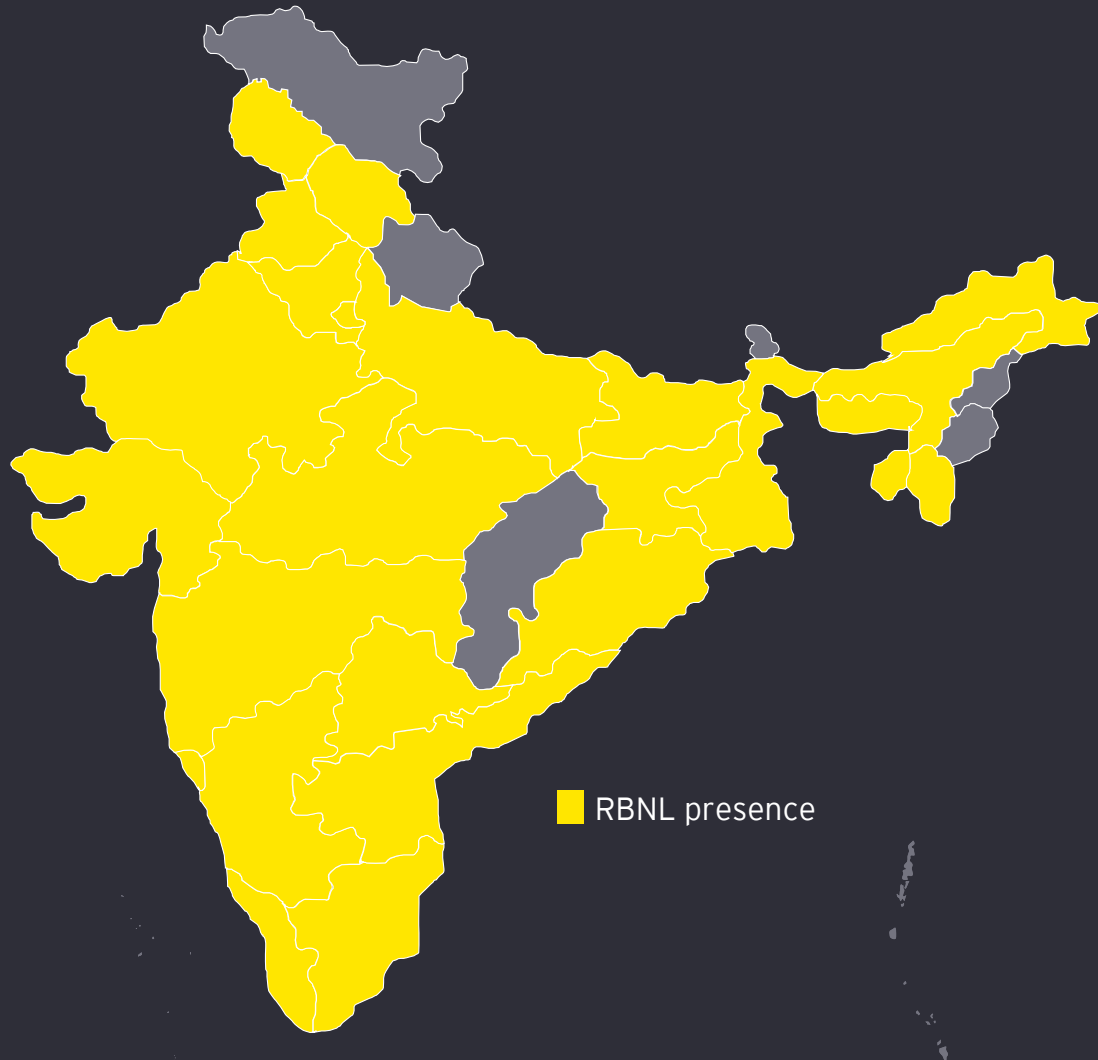
Radio as an advertisement medium - legacy and evolving strategies

- ▶ One of the most popular medium having growing listenership base (reached over 5 cr.⁽²⁾ in COVID)
- ▶ Provides cost effective and wider reach medium to reach out to local markets with specific focus
- ▶ Sectors such as retail and BFSI continue to spend more than 5% of their ad budgets on radio⁽¹⁾
- ▶ Evolving to an integrated advertising solutions provider
- ▶ Leveraging experience in audio space to drive ad content for clients on audio streaming and podcast platforms
- ▶ RJs' popularity leveraged as influencer marketing and branding events
- ▶ Monetising archival content in partnership with audio streaming platforms

(1) - Dentsu digital report 2023

(2) - A study by Association of Radio Operators for India

Currently, India has 388 private FM radio stations. RBNL has cemented itself in radio broadcasting space with 58 radio stations across India (3rd highest in the country)



1

Presence in 23 states + 4 UTs

2

Presence of 16 years in sector

3

Target audience > 25 years

4

Leading station in retro/classic format (pre 2008 era)

5

#2 in metros on listenership⁽¹⁾

6

Over 5,000 clients served in FY-23

7

Consistently in top 3 on ad-volumes

8

Strong sales team across 61 cities

9

Revenue of ~174 cr. in FY-23⁽²⁾ (70% pre covid)

10

Lowest cost per station⁽³⁾ (~2 cr.) amongst peers

(1) - As per the listenership released by TAM Media Research Pvt Ltd for Delhi, Kolkata, Mumbai and Bangalore ; Excludes Kolkata since Radio City does not operate in Kolkata

(2) - Provisional (3) - Based on YTD Dec-22 - FY 23

Source - Management information

Company has evolved itself from one of the most popular radio channel to an integrated advertising solution platform in audio and digital space

1. Radio

- 58 radio stations PAN India (3rd largest in India)
- Focus on retro/classical music (Pre 2005)
- 16 years of presence with 85+ RJs
- #2 radio station in Metros combined ⁽¹⁾



2. Digital

- Leverage social media and influencer marketing to improve brand visibility for clients
- 300+ campaigns with ~ 4 cr. revenue in FY 22-23
- ~9 Mn+ Reach | 50+ National & Regional Pages



Portfolio of services delivered

3. On ground events and activation



- Engagement with listeners across all mediums through digital concerts and on-ground events
- Includes awards, music concerts, story telling shows, franchise expo and marathons
- 100+ campaigns for clients + internal promotions

4. Audio based branding solutions



- Monetisation of 1,000+ hours of archival content on streaming platforms (Spotify, Gaana etc.)
- Branding solutions to client through podcasts, story telling, music content etc.
- 200+ campaigns and 10++ podcasts created for clients

Source - Management information

(1) - As per the listenership released by TAM Media Research Pvt Ltd for Delhi, Kolkata, Mumbai and Bangalore ; Excludes Kolkata since Radio City does not operate in Kolkata

Company has created unique IPs to bolster content for larger audience as well as tailor made IPs to promote client offerings

Iconic
radio
shows



Suhaana Safar with Annu Kapoor



Yaadon Ka Idiot Box with Neelesh Misra

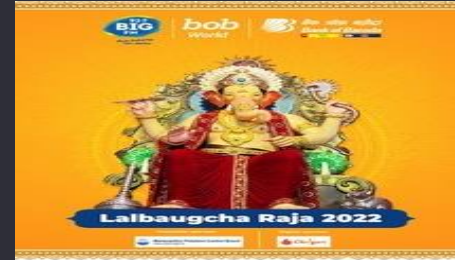


DBKTD S2 with Sadhguru

Live
events



BIG Golden Voice

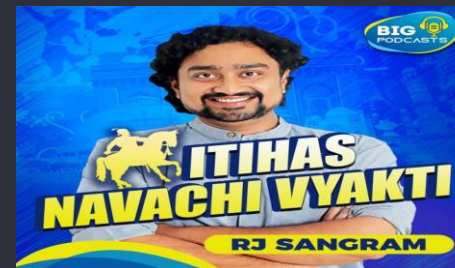


Lalbaugcha Raja 2022 (Ganesh Chaturthi)



BIG Impact Awards

Pod
casts



Digital



#NOFILTER VICCO



RJs speaking on features of the car



Promoting Malabar Jewelry store in Hyderabad

Company overview and CIRP update

Amount INR in cr.

Company overview

- Reliance Broadcast Network Limited (owning 92.7 BIG FM) was incorporated in 2005
- The Company has obtained licenses from Ministry of Information and Broadcasting (MIB) to operate 58 FM radio stations - 44 migrated from Phase-II to Phase-III while 14 licenses acquired in Ph-III

P&L Snapshot	FY20	FY21	FY22	FY23*
Particulars	INR cr.	INR cr.	INR cr.	INR cr.
Revenue	231	129	142	174
License Fees	(20)	(19)	(19)	(21)
Employee benefit expense	(67)	(55)	(51)	(62)
Transmission Cost	(23)	(22)	(21)	(22)
Other operating expenses	(67)	(41)	(45)	(35)
EBITDA	54	(8)	6	34
EBITDA (%)	23%	-6%	4%	20%
Other Income	6	5	3	3
Depreciation/Amortisation	(46)	(37)	(33)	(25)
EBIT	14	(40)	(24)	12

* Provisional

Source - Annual reports and management information

Claims received under CIR Process as on 07th Apr-23

Category of Creditor	Sub-Category of Creditor	Claims received	Claims Admitted	Claims not Admitted	Claims under verification
Financial Creditors	Secured	614	515	-	100
	Unsecured	818	-	-	818
Operational Creditors	Others	144	1	0	142
	Government dues	41	4	31	6
	Employees	-	-	-	-
Total		1,617	520	31	1,066

Note: The Claims are under the process of collation and verification and the same will be updated once the reconciliation is completed and subject to providing necessary clarifications/ documents by the claimants in due course

Strong cash flow generating business in the post covid recovery path, already generating 20% EBITDA

A professional microphone setup on a desk. A black microphone with a silver mesh grille is mounted on a boom arm. A black pop filter is attached to the front of the microphone. The desk is white and cluttered with various items, including a laptop, a keyboard, a mouse, and some papers. A yellow rectangular box is overlaid on the left side of the image, containing the text "Thank you".

Thank you